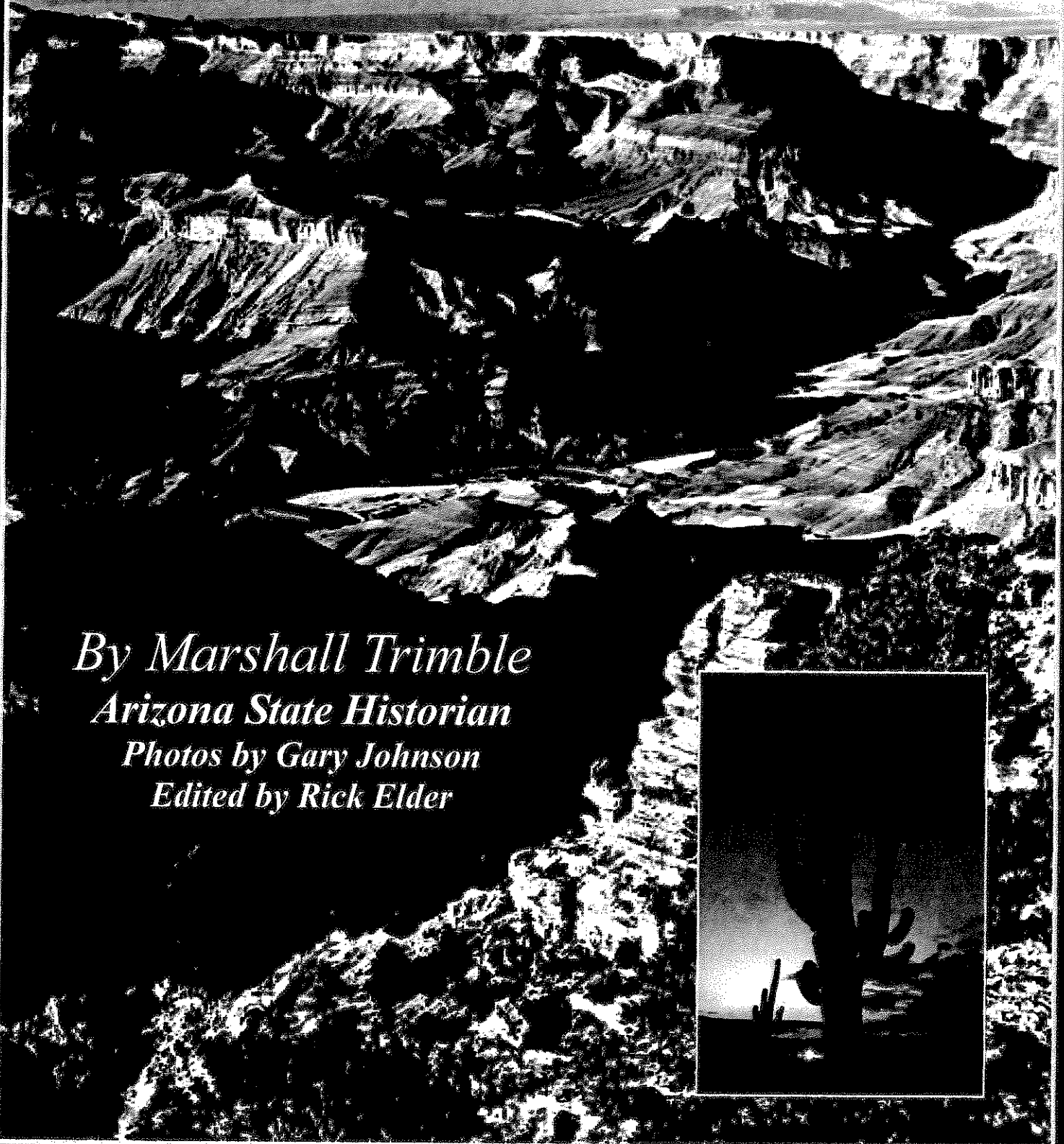


ARIZONA

JEWEL OF THE AMERICAN WEST

An Illustrated History of the Grand Canyon

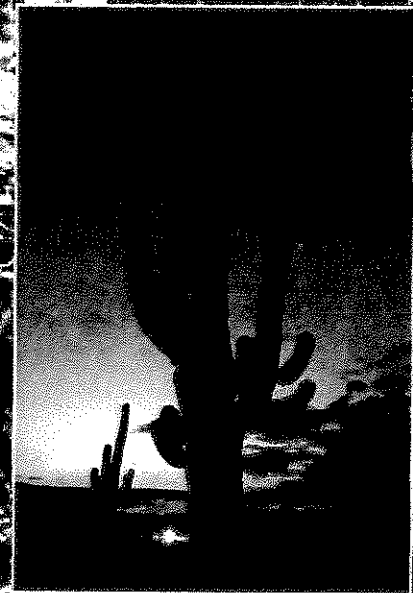


By Marshall Trimble

Arizona State Historian

Photos by Gary Johnson

Edited by Rick Elder



ARIZONA HISTORICAL ADVISORY COMMISSION

Application for Arizona Centennial 2012 Legacy Project Designation

AHAC Mission: Develop, encourage and coordinate a statewide plan for Arizona's centennial in 2012 including advising the legislature and state agencies on centennial history and heritage, arts and culture, assisting the governor's countdown to the centennial to support school children learning about Arizona's history and recommending activities and projects that will ensure lasting accomplishments to commemorate the centennial.

Vision for Centennial Projects: Commemorations that encourage all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising futures, thus ensuring a lasting legacy.

Legacy Project Criteria: This is a request for official designation as an Arizona Centennial Legacy Project. To be considered, the project must 1) accurately portray a significant aspect of Arizona history; 2) be accessible to large number of visitors/users; 3) demonstrate collaboration in the planning; 4) produce an enduring product that will live on after 2012; 5) include an educational component; 6) include a plan for implementation.

Attach a maximum of three pages that address the following areas, in the order listed:

1. General description of the project.
 2. Describe how this project meets the Legacy Project criteria.
 3. Project timeline. Give details regarding planning and implementation.
 4. Describe the project location.
 5. List project partners, if applicable.
 6. Attach a proposed budget, showing total project cost and funding sources.
 7. Please also provide letters of support from project partners and sponsors.
- These are in addition to the three-page maximum.

Name of project: Arizona; Jewel of the American West By Marshall Trimble

Applicant: Arizona Historical Society Running Iron Books and Golden West Publishers

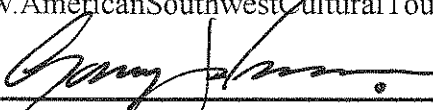
Contact person: Gary Johnson, Rick Elder, Marshall Trimble

Address: 8219 N. 15th St. Phoenix AZ 85020

Telephone Number: 602-882-6028

Email address: azgmjohnson@cox.net

Web Site address: www.arizonahistoricalociety.org or www.azgmjohnson.com or www.AmericanSouthwestCulturalTours.com



Signature (authorizing official)

Nov. 1, 2009

Date

The Arizona Historical Advisory Commission will review the Committee's recommendations and make final decisions regarding Legacy Project designations. Submit application to:

Arizona Historical Advisory Committee
1700 W Washington, Suite 200

Comments: ARIZONA CENTENNIAL LEGACY PROJECT PROPOSAL

Name: Arizona Historical Society (AHS)
Address: 949 E. 2nd Street, Tucson, Arizona, 85719-4898
Contact: Anne I. Woosley, Executive Director
Phone: 520.617.1169 Fax: 520.628.5695
Email: woosley@azhs.gov Website: www.arizonahistoricalsociety.org

Amount: \$256,000

Use: Publication of 20,000 copies of Arizona, Jewel of the American West, a 279 page, hardbound, coffee-table format, illustrated of the history of the Grand Canyon State. Official State Historian and Author, Marshall Trimble presents the history of Arizona and its peoples from its earliest days to the dawn of the State Centennial with essays and story-telling, tall tales and legends, all generously illustrated with hundreds of historic photographs and original artwork. This book should be in every school and public library in the Grand Canyon State. Trimble's easy reading style captivates and educates the minds and imagination of children and adults alike; transporting the reader from the halcyon days of the Arizona Territory to the 21st Century.

Project Description

Marshall Trimble Arizona's Official Historian working with photographer Gary Johnson a Photographic Contributor to Arizona Highways Magazine and Native Peoples Magazine with Editor/Writer Rick Elder collaborated on the Manuscript for Arizona, Jewel of the American West, (Centennial Edition) through Running Iron Publishers for benefit of the Arizona Historical Society (AHS).

This publishing project updates the original award winning book "Arizona a Diamond in the Rough" originally published in 1988 and designated as the Official Book for the State's 75th Anniversary, 21 years later Trimble returns with his Centennial history "Arizona, Jewel of the American West" telling the story of the long road to statehood , achieved in 1912, cronicles the wild ride from the 1700's transporting us into the 21st Century, and Arizona's Centennial Celebration of Statehood capturing the dramatic changes occuring in one of the country's fastest growing states.

Marshall Trimble transports his readers on a historic, pictorial journey with his distinctive, compelling style. Rare, historic images from the AHS collections are combined with spectacular color images to convey the varied landscape and ethnic diversity of Arizona. Gary Johnson and Rick Elder provide their artistic and literary talents to the mix. AHS commits to providing ready access to photo and archival collections. Running Iron Publsihing takes responsibility for book development and design, production, a variety of promotional pieces, and distribution assistance. Lesson plans for Arizona History class room requirements are also availalbe

Arizona Jewel of the American West will benefit the Arizona Historical Society's educational and interpretive programs. Availability of the book to schools and libraries throughout the state is particularly encouraged with the result that Arizona, Jewel of the American West becomes a major resource for all Arizonans, regardless of age, whether rural or urban.

We can produce specialized versions of Arizona Jewel of the American West directed toward particular audiences. These include leather bound personally embossed presentation copies; dust jackets specific to a geographic region of the state; dust jackets relating to ethnic groups or cultural themes.

February 14, 2012 marks the Arizona Centennial, Jewel of the American West can be the premier Arizona history publication, representing a legacy project extending far beyond the February 14th fireworks. Its anticipated value in commemorating this historic benchmark makes Arizona Jewel of the American West especially desirable as a library resource, gift, or award.

A Diamond in the Rough quickly sold out of its 10,000 printing when published some two decades ago. Since then Arizona's population doubled to over 5 million and counting. This book can reintroduce long time residents to their rich heritage speaking to an entirely new audience who will be swept into the history and beauty of the Grand Canyon State.

The successful development of Arizona, Jewel of the American West will allow the present collaborators to expand their team of partners. Arizona Highways, The Arizona State Museum, the Pioneer Living Museum, Arizona State Parks Board and the Arizona Office of Tourism have expressed serious interest in other options, which would broaden the level of community outreach and products available to the public.

Time Line

Since Arizona, The Jewel of the American West manuscript is completed, the printing, binding and distribution of 20,000 copies can be accomplished within 7 months of funding. This would make the book available for a year before the February 14th 2012 Centennial date. We expect sales of up to 50,000 copies at \$49.00 per copy with a cost of \$12.00 per book for printing and \$3.00 per copy for publicity and distribution it is easy to see how this project could produce an ongoing funding stream for the Arizona Historical Society.

Arizona Historical Society Organization History/Description

To collect, preserve, interpret, and disseminate the history of Arizona, the West, and northern Mexico as it pertains to Arizona.
AHS Mission Statement

The Arizona Historical Society was founded November 7, 1864, by an act of the First Territorial Legislature. It is noteworthy that one of the earliest actions by those citizens engaged in creating a new territorial government was to establish the means of documenting the past, and recording contemporary events as they unfolded. These architects of the Territory's code of laws realized that they were making history and that it was important to preserve the record of their activities. Consequently, an organization charged with collecting and preserving under its care "all facts relating to the history of this Territory" engineered a sense of place and defined the identity of those who participated in Arizona's formative years.

After statehood, in 1913, new legislation re-affirmed the Arizona Historical Society and re-established it as a trustee agency of the state to preserve our most precious of commodities, our history. Today, AHS, a non-profit 501 (C)(3), serves as the designated agency for Arizona history.

From the twenty two Native American cultures represented in the ten thousands of years of their known cultural existence in what is now known as Arizona, to the impact of Spanish and Mexican exploration and colonization, to the American expansion and the rugged individuals who trapped, homesteaded, and settled the west, to recent development and urbanization-we are blessed with many stories to tell. The Arizona Historical Society manages the irreplaceable treasures that give life to these stories. From Wyatt Earp's pistol and Geronimo's

medicine bag, to the Empress Carlota’s jewels, a child’s dolls, and the quilt of a pioneer woman, to a taped interview with Barry Goldwater and John F. Long or a video of a Wallace and Ladmo show, the Arizona Historical Society preserves, shares, and interprets our history for the public:

- Owns and operates 11 museums and historic properties throughout Arizona.
- Maintains historic museum, library and archive collections numbering at least 3million objects.
- Certifies and supports 65 history museums throughout the state, many in rural communities.
- Provides lifelong learning opportunities for all ages.
- Publishes award winning Journal of Arizona History and books on diverse historic themes.

Line Item Budget and Explanation

The following describes specifications and cost figures for the development and production of an illustrated coffee table format book celebrating the history of Arizona entitled Arizona, Jewel of the West

General Specifications: (includes editing, design, layout, manufacturing and marketing)

Trim Size: 9 x 12

Pages: 272 total – 17 – 16-page signatures, all 4-color process printing.

Photos: Approximately 385 images, 90 4-color images, 90 sepiatone images and 205 black and white images. Images will be printed using 4-color process printing.

End Sheets: White End Sheet Stock – option to print in one color different images front and back.

Cover: Hot foil stamped lid and spine.

Dust Jacket: 4-color with film lamination.

Words: Approximately 80,000 (word count will vary based on editorial text).

Binding: Case bound, Smyth sewn, round and backed head and foot bands.

Proofs: Digital content proofs for printing. Color accurate proofs for dust jacket.

Stock: Text: 80# gloss or matte stock
End Sheet: 80# uncoated white

Cover: Skivartex series one and 100# litho label C1S or 150 point cover board.
Dust Jacket: 80# gloss/film lamination.

Unit Pricing:

Unit Cost	Total units	Total Cost
\$12.80 ea.	20,000 units	\$256,000.00

Additional Options Possible:

- Leather bound copies of book with matching slipcases are available at \$30.00 above cost per copy, minimum order 25. Books may be personally embossed for \$2.50 per line, two-line maximum. The order must be placed prior to the printing stage of production.
- 1-page tip – first page of the book - \$1.00 each – minimum 200 copies.
- Add additional 16-page signature - \$.85 per 10,000.
- Add 2 additional 16-page signatures - \$.75 per 10,000
- Regional dust jacket (different dust jacket for regions or groups).
Quantity 200 - \$4.00 each
Quantity 1,000- \$1.02 each
- Add 4-color signature for special edition (Ethnic Groups, etc.)
Quantity 200 - \$7.50 each
Quantity 1,000 - \$2.03 each

The above unit pricing includes editing, design, pre-press, proofing, printing, and binding.

Distribution will be through Golden West Publishers, Arizona's largest book publisher and distributor, it will also be available "on line" through Amazon books and at large retail stores such as Walmart, Costco, Barnes and Nobel, plus all of the State and National Parks Gift shops and Museums across Arizona. A website will be established and publicity through American Eagle Public Relations LLC. Sponsorships will be available when this project is pronounced an Official Centennial Legacy Project.

Several Large Corporations have expressed interest in publicizing Jewel of the American West, such as Arizona Public Service Co. and Phelps Dodge Inc.

The book will be published and bound in Arizona, by Arizonans, for Arizonans and anyone interested in Arizona History. Corporate Sponsors such as Arizona Public Service Company have pledged their support if the project is designated an "Official Centennial Legacy Project." We are confident we can raise funding for the printing and binding if we are granted "Legacy" designation. The copy for this book is complete and images are being edited at this point, this project is ready to go and will not have to be developed. The popularity of Marshall Trimble's 24 books ensures this book will be a winner. Garnering substantial amounts of funding for the AHS and the Pioneer Museum.

The following members of the Board of Directors of the Arizona Historical Society support this project.

Walter Armer, Jr., Rancher and Agricultural Broker and Appraiser
Representing Cochise County

Kevin "Zeke" Austin, Special Investigator, Arizona Department of Agriculture
Representing Navajo County

James Babbitt, President, Babbitt's Mercantile, Inc.
Representing Coconino County

Frank Barrios, Retired Arizona Department of Water Resources
Representing Maricopa County

Deanna Beaver, Community Volunteer
Representing La Paz County

Ben Bryce, Retired Telecommunications Specialist, Bureau of Land Management
Representing Graham County

Norma Jean Coulter, Retired Educator; Community Volunteer

Representing Maricopa County
Ted Cunningham, Retired Bank of America
Representing Maricopa County
John Driggs, Former Mayor of Phoenix
Representing Maricopa County
Lynn Haak, Retired Medical Lab Technician; Community Volunteer
Representing Gila County
Charles Herner, Retired Educator and Retired U.S. Army Reserves; Historian and Author
Representing Pima County
Axel Holm, Real Estate Operations; Retired Walter Holm & Company
Representing Santa Cruz County
Carol Johnston, Developer, Jacobson and Companies
Representing Yuma County
Muriel Keegan-Glover, Community Volunteer
Representing Pima County
Zona Lorig, Retired Educator; Community Volunteer
Representing Maricopa County
Pat Loven, Realtor, Associate Broker
Representing Coconino County
Ruth Ann Marston, Semi-Retired Educator
Representing Maricopa County
Jim McMeekin, Retired Military; Community Volunteer
Representing Yavapai County
Tim J. Norton, Phoenix Police Department
Representing Maricopa County
Susan Olberding, Historian/Archivist, USFS Fort Valley Experimental Forest Station
Representing Coconino County
Karl Pew, Veterinarian
Representing Apache County
William Porter, General Counsel, Kingman Regional Medical Center
Representing Mohave County
Jim Ronstadt, Retired City of Tucson and UA; Ronstadt Insurance Company, CFO
Representing Pima County
William Schafer, Semi-Retired Superior Court Judge
Representing Maricopa County
Oscar Schraml, Retired U.S. Marine Corps and Federal Civil Service Safety Specialist
Representing Yuma County
Bob Sharp, Owner of the firm Tierra Viva
Representing Pima County
Richard Shaw, Businessman and Attorney
Representing Maricopa County
Arlevia "Art" Snyder, Retired Educator; Community Volunteer
Representing Pinal County
Michael Urman, Attorney and Shareholder, DeConcini, McDonald, Yetwin & Lacy, P.C.
Representing Pima County